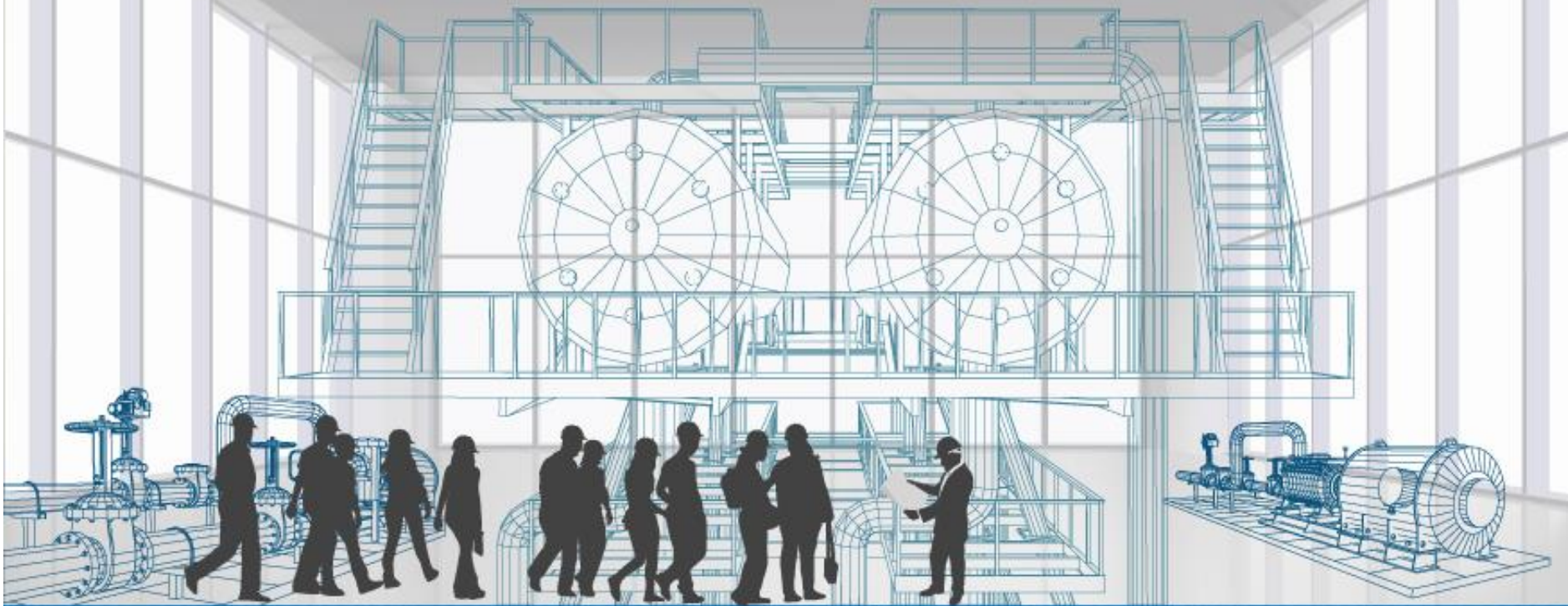




2016 ENERGY STAR[®] Industrial Showcase



Guidelines for Hosting a Showcase Event



Getting Started

The U.S. Environmental Protection Agency (EPA) kicks off a celebration in 2016 with the ENERGY STAR Industrial Showcase event for companies to feature their ENERGY STAR Certified Plants and Challenge for Industry Achiever Sites. Show how you are improving energy efficiency and helping the community.

What is an ENERGY STAR Industrial Showcase?

The Industrial Showcase is an event hosted at your facility in 2016 to celebrate your ENERGY STAR achievements and share the environmental benefits with the community and key stakeholders. All companies with 2014 & 2015 ENERGY STAR Certified Plants and ENERGY STAR Challenge Achiever Sites are invited to host a Showcase.

What are the benefits of hosting a Showcase?

This event provides an opportunity for your company to boast about the great things you are doing by:

- Showcasing your ENERGY STAR recognized industrial facility and enhancing your reputation in the community,
- Building morale and pride among employees by recognizing their contributions,
- Creating interest in your business for new talent, suppliers, local dignitaries, and the media.

Share innovative energy management practices and show how ENERGY STAR helped you gain positive recognition for your business. Be creative and join the celebration. Your participation in hosting an event is strictly voluntary. Thank you in advance for your interest in hosting a Showcase!

In this guide, you will find the resources you need to successfully open your plant to community members and key stakeholders.



**2015 ENERGY STAR
CERTIFIED FACILITY**

This facility meets strict
energy performance levels
set by the U.S. EPA.

www.energystar.gov



Plan Your ENERGY STAR Industrial Showcase Event

Quick Planning Guide

- ✓ **Sign up your Showcase event on the ENERGY STAR Website**
 - Select date in 2016 to host your event.
 - Seek management approval.
 - Use the sign up form on the website to register your event with ENERGY STAR.
- ✓ **Decide who you will invite**
 - Create a way for visitors to register for your event.
 - Include schools, local & state organizations, elected officials, professional associations, suppliers, business partners.
- ✓ **Promote your event**
 - Use social media, press release, email, person outreach, etc.
 - Follow us on Twitter using hashtag #INDShow16
- ✓ **Host your Showcase in 2016**
 - Conduct plant tour and presentation.
- ✓ **Follow up after Showcase & share successes**
 - Use social media, website and publications, include in your 2016 ENERGY STAR Partner of the Year application.



Source: Verallia, Milford



ENERGY STAR Industrial Showcase Event Checklist

Plan a Showcase Event

- ☐ Decide on date in year 2016
- ☐ Seek management approval
- ☐ Signup your Showcase event with ENERGY STAR
- ☐ Determine the time & length of event
- ☐ Determine the format (presentation, facility tour, roundtable, virtual tour, etc.)
- ☐ Tell employees about Showcase event
- ☐ Decide who to invite
- ☐ Send the invitations
- ☐ Provide directions to facility, plan for guest parking, entry to facility etc.
- ☐ Create sign up or registration for invitees
- ☐ Track and confirm RSVPs
- ☐ Promote the event to public and stakeholders

Organize a Facility Tour or Presentation

- ☐ Assemble internal planning group, if necessary
- ☐ Create a focus for your Showcase event, example:
 "Engaging the Community in Saving Energy with ENERGY STAR"
- ☐ Create welcome address

- ☐ Establish look and feel of welcome area; use Showcase banners or posters
- ☐ Create name badges for guests and staff
- ☐ Determine required safety equipment and information needed from visitors
- ☐ Determine what systems/operations you will show during the tour
- ☐ Prepare talking points for plant tour, include ENERGY STAR achievements
- ☐ Secure a photographer(s)

Prepare Literature and Display

- ☐ Create ENERGY STAR Showcase poster
- ☐ Gather company literature and materials related to energy savings
- ☐ Gather materials to show visitors how they can participate in saving energy at home, school and work using ENERGY STAR
- ☐ Order resources from ENERGY STAR Publications library
- ☐ Draft a media advisory
- ☐ Prepare a message from the CEO

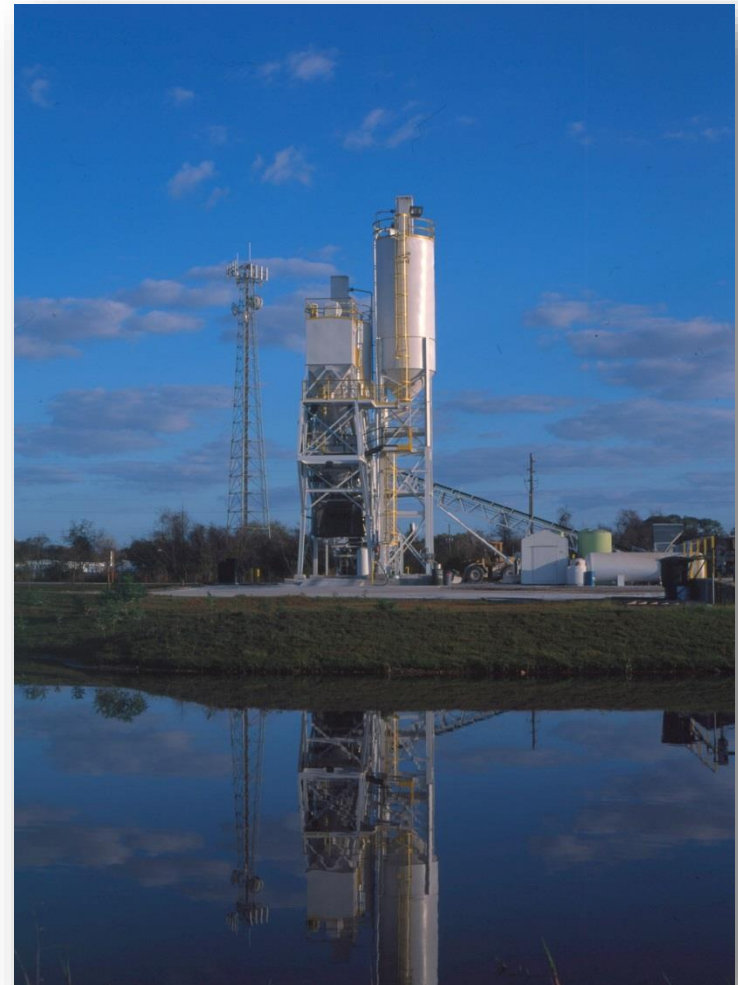
ENERGY STAR Industrial Showcase Event Checklist

Showcase Event Day

- ☐ Welcome guests
- ☐ Take notes and lots of pictures
- ☐ Conduct facility tour and presentation
- ☐ Provide safety equipment to guests
- ☐ Share insights about your business, energy management & ENERGY STAR
- ☐ Have the plant operating during tour
- ☐ Show and tell visitors how your operation works
- ☐ Encourage visitors to be active participants

Follow Up After the Event

- ☐ Share photos and recap the event with EPA, on social media, press
- ☐ Highlight the Showcase on your website, publications, social media, etc.
- ☐ Include Showcase activities in your 2016 ENERGY STAR Partner of the Year application



Source: CEMEX Kissimmee Ready Mix 2004



ENERGY STAR Industrial Showcase Webpage

Resources

- ✓ Sign up for Showcase
- ✓ Showcase checklist & webinar slides
- ✓ Artwork for web banners, posters, invitations
- ✓ Spread the word using social media
- ✓ List of Showcase host companies
- ✓ Links to Industrial webpages

Questions

Industrial Team

- ✓ Showcase contact
 - Karen P. Butler, EPA
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- ✓ Technical information
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Showcase graphic